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IKEGAMI YASUO****(54) LIQUID CRYSTAL DISPLAY DEVICE DRIVING METHOD**

(57)Abstract:

**PURPOSE:** To reduce the cost and to heighten picture quality by performing AC drive even in a low breakdown strength data driver capable of simultaneously driving positive and negative liquid crystal drive voltages for voltages applied to counter electrodes of a liquid crystal panel and always applying the positive and negative liquid crystal drive voltages for the common counter electrodes of the liquid crystal panel.

**CONSTITUTION:** The display data corresponding to drain lines 114 selected by upper side, lower side switch groups 113, 117 are fetched to upper side, lower side data drivers 111, 115 with upper side, lower side switch control signals 108, 109, and are converted into correspondent gradation voltages, and are outputted to the common counter electrodes Vcom respectively as the positive, negative liquid crystal drive voltages, and the AC drive is performed by switching the drain lines outputting the liquid crystal drive voltages outputted from the upper, lower data drivers 111, 115 by the switch groups 113, 117.

